

Message Text

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ACTION ARA-10

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E.O. 11652: N/A
TAGS: BEXP, AR
SUBJ: COUNTRY COMMERCIAL PROGRAMS-PRELIMINARY FY-79 INPUTS

REF: STATE 044899

1. TRANSMITTED BELOW ARE RECOMMENDED PRELIMINARY FY 79 CCP
"CAMPAIGN" AND "OTHER POST SPECIAL EFFORTS".

2. CAMPAIGN NO. 1; PRIORITY RANK 1; MACHINE TOOLS; OBJECTIVE AND
RATIONALE: PRIVATE SECTOR INVESTMENT IS EXPECTED TO BE RECO-
VERING STRONGLY IN FY 79 IN ARGENTINA, OTHER THINGS BEING EQUAL,
AND PRESUMING AN EARLIER RECOVERY OF PUBLIC SECTOR INVEST-
MENT TO LEAD THE WAY. (IN FACT THE PUBLIC SECTOR INVESTMENT
RECOVERY IS ALREADY UNDER WAY). THERE WILL BE THEN, AS THERE
IS NOW, A SUBSTANTIAL BACKLOG OF REPLACEMENT AND NEW INVEST-
MENT PENDING IN THE MACHINE TOOL INDUSTRY. THIS IS INVEST-
MENT WHICH HAS BEEN DELAYED FOR THE PAST THREE OR FOUR YEARS
OF POLITICAL AND ECONOMIC INSTABILITY, AND WE EXPECT WILL BE
PEAKING IN THE PERIOD OCT. 1978-SEPT 1979. OUR OBJECTIVE
WILL BE TO RENDER AS MUCH PROMOTIONAL AND "POLITICAL"
ASSISTANCE AS POSSIBLE TO US EXPORTERS WHO WILL BE FACING TOUGH
COMPETITION HERE, PARTICULARLY FROM EASTERN EUROPE.

3. CAMPAIGN NO. 2; PRIORITY RANK 2; ENGINEERING SERVICES
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AND EQUIPMENT FOR THE PETROLEUM AND NATURAL GAS EXPLORATION
AND EXTRACTION INDUSTRIES; OBJECTIVE AND RATIONALE: SAME AS
OUTLINED FOR FY 1978 CCP (SEE BA 1152, FEB 11TH, 77).

4. CAMPAIGN NO. 3; PRIORITY RANK 3; EQUIPMENT FOR THE HEAVY
CONSTRUCTION AND MINING INDUSTRIES; OBJECTIVE AND RATIONALE:
SAME AS OUTLINED FOR FY 1978 CCP (SEE BA 1152, FEB 11TH, 1977).

5. CAMPAING NO. 4; PRIORITY RANK 4; COMMUNICATIONS EQUIPMENT:
OBJECTIVE AND RATIONALE: SAME OUTLINED FOR FY 1978 CCP
(SEE BA 1152, FEB 11TH, 1977)

6. CAMPAIGN NO. 5; PRIORITY RANK 5; PORT MAINTENANCE AND
HANDLING EQUIPMENT; OBJECTIVE AND RATIONALE: ARGENTINA'S
NEW POLICY EMPHASIS ON AGRICULTURAL PRODUCTION AND EXPORTS
MEANS AN INCREASING AMOUNT OF PRODUCE WILL HAVE TO MOVE ACCROSS
ITS PORTS FOR EMBARKATION. THE PORTS ARE INADEQUATELY EQUIPPED
TO HANDLE INCREASED VOLUME, BOTH IN TERMS OF THE UPKEEP OF THEIR
CHANNELS AND HARBOR FACILITIES AS WELL AS IN TERMS OF THEIR
LOADING AND UNLOADING EQUIPMENT. A MAJOR INVESTMENT EFFORT
WILL HAVE TO BE MADE THEREFORE TO UPGRADE THE PORTS. THE
OBJECTIVE OF THIS CAMPAIGN, THEREFORE, WOULD BE TO IDENTIFY
AND REPORT SALES OPPORTUNITIES FOR THIS TYPE OF EQUIPMENT FOR
US EXPORTERS.

7. ACTIVITY NO. 1; PRIORITY RANK 6; FOREIGN BUYER PROGRAM:
DESCRIPTION/JUSTIFICATION: SAME AS IN FY 78 CCP (SEE BA
1153, FEB 11, 1977).

8. ACTIVITY NO. 2; PRIORITY RANK 7; MAJOR PROJECTS AND PRO-
DUCTS; DESCRIPTION/JUSTIFICATION: SEVERAL INDUSTRY SECTORS
ARE LIKELY TO YELD TRADE OPPORTUNITIES DURING FY 79 IN ADDITION
TO THOSE SPECIFIED IN THE CAMPAIGNS. THESE ARE POWR, PETRO-
CHEMICALS, TEXTILES, PULP AND PAPER, AVIATION AND AVIONICS,
AND FOUNDRY AND ROLLING MILL EQUIPMENT, AS SPECIFIED IN THE FY
79 BEST PROJECTS REPORT. THE OBJECTIVE OF THIS SPECIAL ACTIVUTY
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WILL BE TO STAY ABRESST OF DEVELOPMENTS IN THESE INDUSTRY
SECTORS IN ORDER TO DETECT AND REPORT THESE EXPORT OPPORTUNITIES
TO US FIRMS.

9. ACTIVITY 3; PRIORITY RANK 8; INVESTMENT FACILIATION;
DESCRIPTION/JUSTIFICATION: SAME AS IN FY 78 CCP (SEE BA
1650, FEB 11, 1977).
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